



NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See *MCI v. FCC*, 515 F.2d 385 (D.C. Cir. 1974).

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STATEMENT OF COMMISSIONER MIGNON L. CLYBURN ON CTIA'S MOBILE APPLICATION CONTENT RATING SYSTEM

“I applaud CTIA-The Wireless Association and the Entertainment Software Rating Board (ESRB) for unveiling what promises to be a worthwhile tool for those making electronics purchases for minors. The Mobile Application Rating System will use the well-known and trusted age rating icons that ESRB assigns to computer and video games, to provide consumers with reliable information about the age-appropriateness of applications. I further commend AT&T, Microsoft, Sprint, T-Mobile USA, U.S. Cellular and Verizon Wireless for volunteering to implement the rating system in their mobile application storefronts. The flexible process of providing application developers an automatic default rating based upon a standard questionnaire, will help ensure that the rating system does not slow the deployment of new mobile applications, while the ESRB's review of popular applications and consumer complaints, will help parents and consumers make fully informed choices about mobile applications purchases.”

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